



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FOURTH QUARTER
2002 VOLUME X

A Digest of Statistical Information on the Nevada Tourism Industry



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A Quarterly Report Published by :
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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2001	2002	PERCENT CHANGE
January	3,819,179	3,660,903	(4.1%)
February	3,798,514	3,807,504	0.2%
March	4,552,183	4,447,460	(2.3%)
April	4,253,179	4,113,303	(3.3%)
May	4,223,534	4,159,915	(1.5%)
June	4,276,016	4,054,815	(5.2%)
July	4,258,696	4,080,395	(4.2%)
August	4,450,423	4,346,541	(2.3%)
September	3,627,715	3,771,444	4.0%
October	4,015,388	4,104,048	2.2%
November	3,636,279	3,796,056	4.4%
December	3,489,272	3,566,876	2.2%
TOTAL	48,400,377	47,909,258	(1.0%)

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	8,113,549	8,464,123	4.3%
Laughlin	1,005,720	953,265	(5.2%)
Mesquite	378,029	393,225	4.0%
Washoe County	1,113,120	1,110,320	(0.3%)
All other counties	530,521	546,047	2.9%
TOTAL (State)	11,140,939	11,466,980	2.9%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2001	2002	PERCENT CHANGE
January	569,819	563,392	(1.1%)
February	641,065	733,774	14.5%
March	662,606	755,760	14.1%
April	474,718	526,828	11.0%
May	395,674	469,045	18.5%
June	558,089	488,784	(12.4%)
July	248,019	195,915	(21.0%)
August	548,890	500,729	(8.8%)
September	240,782	310,270	28.9%
October	435,605	451,498	3.6%
November	565,643	620,829	9.8%
December	221,720	143,724	(35.2%)
TOTAL	5,562,630	5,760,548	3.6%

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	1,050,144*	1,036,089*	(1.3%)
Laughlin	55,430	50,298	(9.3%)
Washoe County	41,773	43,184	3.4%
All other counties	75,621	86,480	14.4%
TOTAL (State)	1,222,968	1,216,051	(0.6%)

*The LVCVA updated its methodology with respect to convention counts as of January 2002. The 2001 convention counts were revised retroactively using the new methodology.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2001	2002	NET CHANGE
January	74.4%	71.6%	(2.8)
February	82.1%	82.0%	(0.1)
March	88.9%	86.6%	(2.3)
April	86.5%	83.2%	(3.3)
May	83.6%	81.5%	(2.1)
June	87.3%	82.5%	(4.8)
July	84.1%	81.8%	(2.3)
August	87.7%	86.8%	(0.9)
September	73.1%	78.0%	4.9
October	79.2%	81.2%	2.0
November	72.7%	75.8%	3.1
December	67.4%	69.5%	2.1
MONTHLY AVG	80.6%	80.0%	(0.6)

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	NET CHANGE
Clark County:			
Las Vegas	77.1%	80.3%	3.2
Laughlin	78.8%	75.0%	(3.8)
Mesquite	75.8%	81.5%	5.7
Lake Tahoe*	69.6%	71.0%	1.4
Washoe County	62.0%	59.6%	(2.4)
All other counties	43.6%	52.0%	8.4
QUARTER AVG (State)	73.1%	75.5%	2.4

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

**References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

Room Nights Occupied

The number of room nights occupied.

MONTH	2001	2002	PERCENT CHANGE
January	3,977,300	3,860,946	(2.9%)
February	3,965,962	4,007,356	1.0%
March	4,763,419	4,681,463	(1.7%)
April	4,481,840	4,361,713	(2.7%)
May	4,473,635	4,412,565	(1.4%)
June	4,542,210	4,341,320	(4.4%)
July	4,530,163	4,440,624	(2.0%)
August	4,714,445	4,706,061	(0.2%)
September	3,806,493	4,098,363	7.7%
October	4,234,372	4,404,500	4.0%
November	3,768,096	3,982,675	5.7%
December	3,641,193	3,780,328	3.8%
TOTAL	50,899,128	51,077,913	0.4%

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	8,912,019	9,362,760	5.1%
Laughlin	783,774	746,731	(4.7%)
Mesquite	197,913	206,888	4.5%
Lake Tahoe*	151,331	155,030	2.4%
Washoe County	1,130,261	1,133,088	0.3%
All other counties	468,363	563,005	20.2%
TOTAL (State)	11,643,661	12,167,502	4.5%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2001	2002	PERCENT CHANGE
January	172,439	173,956	0.9%
February	172,605	174,434	1.1%
March	172,880	174,379	0.9%
April	172,651	174,697	1.2%
May	172,609	174,731	1.2%
June	173,451	175,386	1.1%
July	173,711	175,096	0.8%
August	173,414	174,966	0.9%
September	173,557	175,191	0.9%
October	172,553	175,045	1.4%
November	172,835	175,150	1.3%
December	174,235	175,390	0.7%
END OF PERIOD	174,235	175,390	0.7%

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	126,610	126,787	0.1%
Laughlin	10,811	10,817	0.1%
Mesquite	2,712	2,783	2.6%
Lake Tahoe*	2,350	2,374	1.0%
Washoe County	20,076	20,855	3.9%
All other counties	11,676	11,774	0.8%
END OF PERIOD (State)	174,235	175,390	0.7%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2002.

**References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2001	2002	PERCENT CHANGE
January	\$1,003,375	\$802,841	(20.0%)
February	785,436	696,849	(11.3%)
March	857,704	780,666	(9.0%)
April	1,059,075	922,877	(12.9%)
May	1,259,208	1,181,086	(6.2%)
June	1,132,728	1,037,548	(8.4%)
July	1,081,114	1,129,341	4.5%
August	1,010,325	978,403	(3.2%)
September	933,551	907,227	(2.8%)
October	1,030,928	1,038,710	0.8%
November	866,808	960,509	10.8%
December	923,989	1,071,022	15.9%
TOTAL	\$11,944,242	\$11,507,078	(3.7%)

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County	\$2,344,009	\$2,595,467	10.7%
Washoe County	307,697	297,793	(3.2%)
Douglas County*	79,617	87,432	9.8%
Elko County	37,275	37,222	(0.1%)
Carson City	13,240	14,069	6.3%
All other counties	39,887	38,257	(4.1%)
TOTAL (State)	\$2,821,725	\$3,070,241	8.8%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2001	2002	PERCENT CHANGE
January	\$899,770,000	\$766,329,000	(14.8%)
February [†]	698,437,000	752,609,000	7.8%
March	856,600,000	807,127,000	(5.8%)
April	776,051,000	800,039,000	3.1%
May	844,117,000	838,954,000	(0.6%)
June	775,954,000	714,150,000	(8.0%)
July	808,422,000	804,311,000	(0.5%)
August	824,510,000	839,500,000	1.8%
September	763,690,000	810,138,000	6.1%
October	771,667,000	807,379,000	4.6%
November	721,468,000	732,485,000	1.5%
December	731,693,000	775,265,000	6.0%
TOTAL	\$9,472,379,000	\$9,448,286,000	(0.3%)

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:	\$1,795,799,000	\$1,889,779,000	5.2%
Strip	1,080,267,000	1,149,967,000	6.5%
Downtown	165,218,000	160,713,000	(2.7%)
Laughlin	127,376,000	130,886,000	2.8%
Mesquite	24,765,000	26,551,000	7.2%
County balance	398,173,000	421,662,000	5.9%
Washoe County	251,898,000	243,894,000	(3.2%)
Lake Tahoe*	70,917,000	73,613,000	3.8%
Elko County	52,646,000	53,816,000	2.2%
Carson Valley Area	23,794,000	24,076,000	1.2%
All other counties	29,774,000	29,951,000	0.6%
TOTAL (State)	\$2,224,828,000	\$2,315,129,000	4.1%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

[†] The Super Bowl took place in February 2002.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2001	2002	PERCENT CHANGE
January	3,242,277	2,903,793	(10.4%)
February	3,347,217	3,014,615	(9.9%)
March	4,042,363	3,684,870	(8.8%)
April	3,692,529	3,377,060	(8.5%)
May	3,649,469	3,451,119	(5.4%)
June	3,744,797	3,467,149	(7.4%)
July	3,802,252	3,539,693	(6.9%)
August	3,965,388	3,753,345	(5.3%)
September	2,461,020	3,269,814	32.9%
October	3,194,018	3,563,399	11.6%
November	2,915,482	3,105,815	6.5%
December	2,890,909	3,129,301	8.2%
TOTAL	40,947,721	40,259,973	(1.7%)

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
McCarran Int. (Las Vegas)	7,857,623	8,542,343	8.7%
Reno/Tahoe Int.	1,018,371	1,055,789	3.7%
North Las Vegas	41,412	99,385	140.0%
Laughlin/Bullhead Int.	19,495	47,064	141.4%
Elko Airport	39,120	39,558	1.1%
Henderson Exec. Airport	24,388	14,376	(41.1%)
TOTAL (State)	9,000,409	9,798,515	8.9%

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2001	2002	PERCENT CHANGE
January	1,806,988	2,083,544	15.3%
February	1,936,715	2,138,887	10.4%
March	2,400,595	2,463,543	2.6%
April	2,362,899	2,453,080	3.8%
May	2,534,150	2,665,460	5.2%
June	2,725,029	2,766,487	1.5%
July	2,879,417	2,915,015	1.2%
August	2,566,947	2,787,052	8.6%
September	2,268,015	2,577,048	13.6%
October	2,267,581	2,507,870	10.6%
November	2,299,909	2,280,523	(0.8%)
December	2,276,373	1,599,558*	(29.7%)
TOTAL	28,324,618	29,238,067	3.2%

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
I-15 at Primm/Jean	1,678,298	1,076,710*	(35.8%)
I-15 at Mesquite	901,848	968,730	7.4%
I-80 at Verdi	832,552 [†]	1,200,996	44.3%
I-80 at Wells	218,027	146,147	(33.0%)
All other entry points	3,213,138	2,995,368	(6.8%)
TOTAL (State)	6,843,863	6,387,951	(6.7%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to construction on Interstate 15 at Primm/Jean, the traffic total for December 2002 does not contain any data.

[†] Due to counter failure at the Verdi site, traffic totals for October and December 2001 do not contain full month data.

Tourism Employees

The estimated number of tourism employees using a practical percentage from tourism-related industries.

MONTH	2001	2002	PERCENT CHANGE
January	233,257	226,135	(3.1%)
February	233,679	226,915	(2.9%)
March	235,502	229,174	(2.7%)
April	235,896	230,247	(2.4%)
May	237,126	231,346	(2.4%)
June	237,386	232,419	(2.1%)
July	238,598	233,351	(2.2%)
August	238,236	233,416	(2.0%)
September	236,261	232,733	(1.5%)
October	227,759	231,715	1.7%
November	226,837	229,749	1.3%
December	226,605	228,937	1.0%
END OF PERIOD	226,605	228,937	1.0%

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Transportation	8,490	8,602	1.3%
Air	6,000	5,850	(2.5%)
Eating & Drinking	10,140	10,380	2.4%
Hotel, Gaming & Rec.	198,645	200,515	0.9%
Retail	3,330	3,590	7.8%
END OF PERIOD (State)	226,605	228,937	1.0%

Tourism-related industries include hotel/motels, gaming, amusement and recreational parks, eating/drinking establishments, ground/air transportation and retail. Employee counts for the quarter represent the estimated number of people employed as a result of tourism as of December 31, 2002.

Park Usage

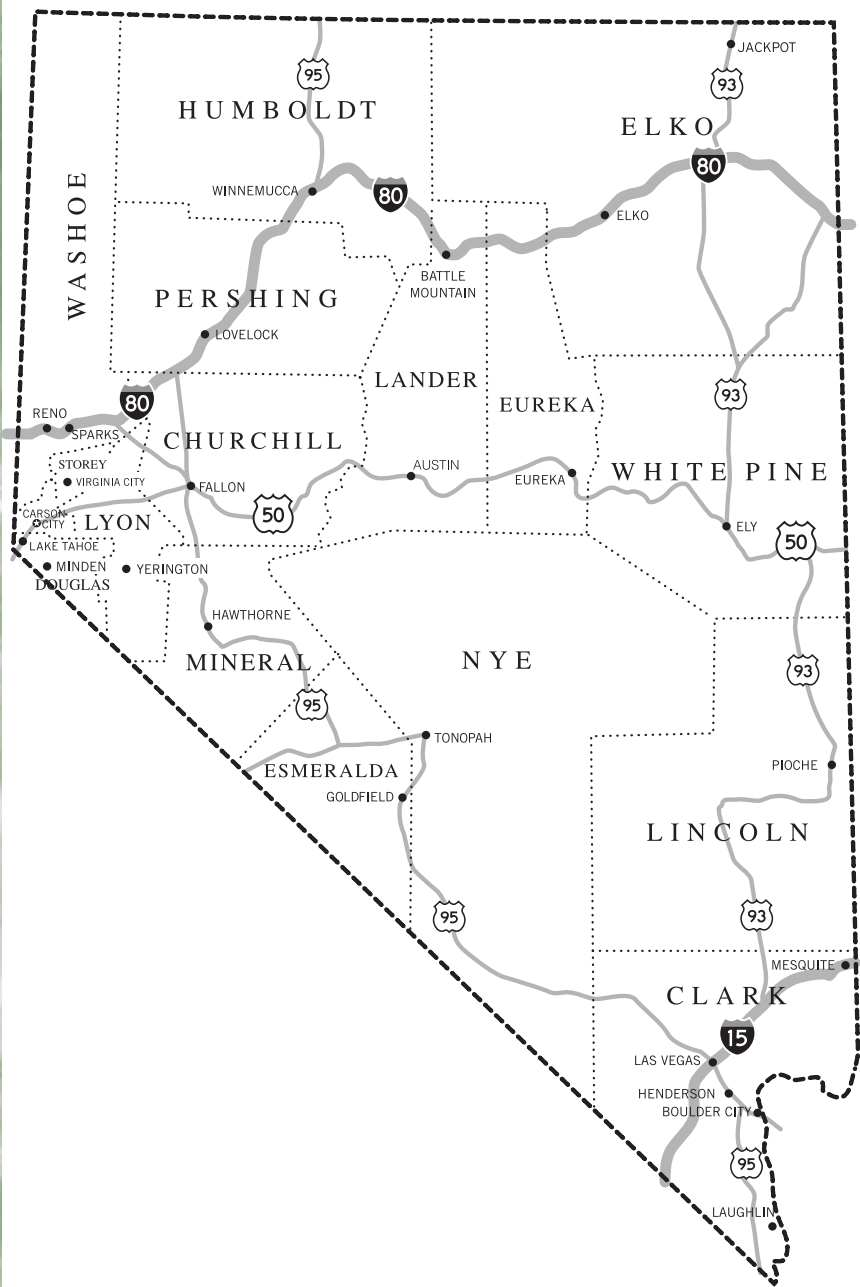
The number of people visiting state and nearby national parks.

MONTH	2001	2002	PERCENT CHANGE
January	1,243,135	1,175,009	(5.5%)
February	1,255,560	1,267,400	0.9%
March	1,829,034	1,699,738	(7.1%)
April	2,359,051	2,291,663	(2.9%)
May	2,707,159	2,518,586	(7.0%)
June	3,143,777	2,905,172	(7.6%)
July	3,618,730	3,243,491	(10.4%)
August	3,613,777	3,324,670	(8.0%)
September	2,640,561	2,630,568	(0.4%)
October	1,883,093	2,076,567	10.3%
November	1,424,769	1,320,066	(7.3%)
December	1,007,448	1,118,023	11.0%
TOTAL	26,726,094	25,570,953	(4.3%)

Fourth Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Nevada State Parks	463,959	442,574	(4.6%)
Great Basin Nat. Park	10,116	9,008	(11.0%)
Lake Mead Nat. Rec. Area	1,506,390	1,425,948	(5.3%)
Hoover Dam Visitor Center	130,139	193,563	48.7%
Red Rock Canyon	181,957	189,307	4.0%
Grand Canyon Nat. Park	674,235	778,791	15.5%
Zion Nat. Park	342,056	424,261	24.0%
Bryce Canyon Nat. Park	228,422	234,591	2.7%
Death Valley Nat. Park	231,161	230,675	(0.2%)
Yosemite Nat. Park	546,875	585,938	7.1%
TOTAL (All Parks)	4,315,310	4,514,656	4.6%

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadaeda.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtualltahoehome.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 800-332-5333 (U.S.)
800-233-5836 (Canada) • Fax: 702-892-2824
www.vegasfreedom.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Plkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2001 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechoamber.org

Tonopah Convention Center

301 Brouger Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org